

Message Text

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PAGE 01 STUTTG 00258 111038Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W

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R 110805Z FEB 77

FM AMCONSUL STUTTGART

TO SECSTATE WASHDC 3374

INFO AMEMBASSY BONN

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FOR COMMERCE

E. O. 11652: N/A

TAGS: BTRA GW

SUBJ: FOREIGN BUYERS PROGRAM - INTELCOM 1977, ATLANTA, GA

IN CONSULTATION WITH EMBASSY AND UNDER THE CCP FOR GERMANY,
STUTTGART HAS TAKEN ON COUNTRY-WIDE PROMOTION OF THE OCTO-
BER 1977 (OCTOBER 9-15) INTELCOM SHOW IN ATLANTA, GEORGIA.

WE HOPE TO ASSEMBLE A GROUP OF AT LEAST 30, HOPEFULLY MORE,
GERMAN BUYERS AND ONE ESCORT FROM THE CONSULATE GENERAL. WE
HAVE BEGUN ARRANGEMENTS WITH PANAM AND COOKS FOR AN INCLUS-
IVE ABC TOUR. BEFORE BEGINNING ACTIVE PROMOTION OF THE SHOW
WE WOULD APPRECIATE THE FOLLOWING INFORMATION:

A. WE HAVE TENTATIVELY SET THE TIME IN ATLANTA FROM OCTOBER
9-12 (SUNDAY THROUGH WEDNESDAY) WITH WORKING DAYS AT THE
SHOW OCTOBER 10-12. WOULD THESE BE THE BEST DAYS FOR A
GROUP OF GERMAN BUYERS, OR ARE THERE EVENTS OF PARTICULAR
INTEREST ON OPENING DAY OR LATER IN THE SHOW WHICH WOULD
SUGGEST A CHANGE IN SCHEDULE?

B. WHAT IS THE SCHEDULE, LOCATION AND DURATION FOR ASSOCIA-
TED PLANT VISITS? WHAT WILL ADDITIONAL CHARGES AND TRANSPOR-
TATION BE?

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C. WHAT WILL BE THE EXTENT OF DOC'S FACILITIES AND PERSONNEL
FOR THE SHOW?

D. IS THERE A RESTRICTION ON HOTEL SPACE DURING THE SHOW? IS
BLOCK BOOKING AVAILABLE THROUGH THE SHOW'S ORGANIZERS?

E. IS THERE A LIST AVAILABLE OF GERMAN EXHIBITORS AND VISI-

TORS ALREADY REGISTERED WITH THE SHOW? ARE THERE LISTS OF GERMAN ATTENDEES AVAILABLE FROM PREVIOUSLY HELD INTELCOMS OR SIMILAR SHOWS, INCLUDING HORIZON HOUSE'S 1975 GENEVA TELECOM SHOW?

F. WHERE IN ATLANTA WILL INTELCOM BE LOCATED? ARE HOTELS CONVENIENT?

G. IS ADDITIONAL SUPPORT AND INFORMATION (BROCHURES, TOURS, ETC.) AVAILABLE FROM THE GEORGIA STATE TOURIST OFFICE?

2. IN ORDER TO BEGIN ACTIVE COUNTRY-WIDE PROMOTION IT IS ESSENTIAL THAT WE RECEIVE 1,500 INTELCOM BROCHURES AND WHAT-EVER ADDITIONAL INFORMATION MAY BE AVAILABLE IN GERMAN AS SOON AS POSSIBLE. PLEASE ADVISE.

3. WE WOULD ALSO APPRECIATE ANY SUGGESTIONS TO HELP INSURE A SUCCESSFUL PROMOTION.

JENKINS

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 11-Feb-1977 12:00:00 am
Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STUTTG00258
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770049-0708
Format: TEL
From: STUTTGART
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770248/aaaabqhw.tel
Line Count: 81
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: fc156ec7-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3337092
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYERS PROGRAM - INTELCOM 1977, ATLANTA, GA IN CONSULTATION WITH EMBASSY AND UNDER THE CCP FOR GERMANY, STUTTGART HAS TAKEN ON COUNTRY-WIDE PROMOTION OF T
TAGS: BTRA, GE
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/fc156ec7-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009